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ABSTRACT

In 1988, a survey was conducted of Butler County high school seniors to determine their characteristics and goals and assess their knowledge and perceptions of Butler County Community College (BCCC). A 58-question survey was administered to seniors from eight high schools. Surveys were returned by 1,384 students, representing 71% of all high school seniors in the county. Study findings included the following: (1) 47% of the students' parents had graduated from high school, 6% had not, 21% had attended college, 19% held bachelor's degrees, and 7% had earned a graduate degree; (2) 17% of the students believed that they had an A average, 47% reported a B average, 33% a C average, and 4% a D or F average; (3) 75% indicated that they would continue their education after graduation, including 21% who planned to attend a community college; (4) the most desired characteristics of a college were relevant courses with individualized quality instruction, financial aid with a job upon graduation, and a good overall institutional reputation based on high academic standards; (5) 96% of the seniors had heard of BCCC, and the majority of these students believed it to be a low-cost college with available financial aid, transferable courses, and an attractive campus; (6) the most common sources of information about BCCC were friends and BCCC's printed materials; and (7) BCCC was rated as "excellent" or "good" by 49% of the respondents and as "fair" or "poor" by 51%. The survey instrument and a comparison of 1988 findings with results from a 1986 survey are appended. (AAC)

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SURVEY OF BUTLER COUNTY

HIGH SCHOOL SENIORS, 1988

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FEBRUARY, 1989

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SURVEY OF BUTLER COUNTY HIGH SCHOOL SENIORS, 1988

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SUMMARY

In April/May of 1988, 1,384 senior students from all eight Butler County, Pennsylvania high schools completed a 58-question survey concerning their knowledge/image of Butler County Community College, the factors they considered when selecting a college, and their sources of information about Butler County Community College. Twenty-one percent of these students had at least one parent who had attended college; an additional 26% had a parent with a college degree. Seventy-five percent reported that they would seek additional education past high school, most attending full-time. Twenty-one percent intended to enroll at a community college. The most desired characteristics of a college were relevant courses with individualized quality instruction, financial aid with a job upon graduation, and a good overall institutional reputation based on high academic standards. Least important considerations were the college's location and the preferences of parents and friends. Butler County Community College was seen by the majority of these seniors to be a low cost college with financial aid available, transferable courses, and an attractive campus. Friends and printed materials were the most common sources of information about the College. Ninety-six percent had heard of Butler County Community College. These students reported that the College's overall reputation at their high schools was fair to good but that their own personal attitude toward the College was better, with more answering good than fair. Asked about three specific recruitment activities, respondents were more interested in the idea of taking college credit courses in high school than they were in trips to the campus or a weekend College open house. These seniors listened predominantly to urban rock radio stations. In the final section, 1988 and 1986 survey findings are compared.

INTRODUCTION

This survey of high school seniors in Butler County was intended to help Butler County Community College personnel a) better understand the image of the College in this segment of the community, b) to assess these high school students' college going plans and the factors that they considered to be most important when selecting a college, c) to determine where these students were most likely to be receiving information about the College, d) to identify possible recruitment activities, and e) to determine the radio and television stations most frequently tuned in by these students. It is hoped that this information can be used in order to refine the College's public relations, recruitment, and marketing objectives and techniques.

METHODOLOGY

Just prior to high school graduation in the spring of 1988, a survey of high school seniors in Butler County, Pennsylvania was completed. The 58-question survey instrument, Attachment A, was developed at Butler County Community College from an earlier version that had been used with Butler County high school seniors in 1986 and at Columbia-Greene Community College in New York.

All eight high schools in Butler County participated: Butler, Freeport, Karns City, Knoch, Mars, Moniteau, Seneca Valley, and Slippery Rock. Each high school made arrangements to administer the survey to its seniors during regular school hours. The assistance of the high school superintendents, principals, counselors, and teachers--as well as the senior students--is greatly appreciated.

One thousand three hundred and eighty-four (1,384) completed surveys were returned. This represents 71% of all high school seniors in Butler County in 1988. The survey was prepared in booklet format and color coded by high school. Answers to the first 55 questions were provided on an op-scan sheet;

the final three questions requested that answers be written directly on the survey booklets. Unfortunately, only three high schools returned the survey booklets. Written answers to the last three questions, therefore, were lost from students at the other four schools.

STUDY FINDINGS

The High School Student Survey was divided into five sections: Student demographic and general information, factors considered when selecting a college, knowledge and image of Butler County Community College, sources of information about Butler County Community College, and other specific questions with written comments about Butler County Community College.

As noted earlier, a total of 1,384 high school seniors returned usable data. Numbers of respondents from each of the 8 area high schools were as follows:

Butler	465
Freeport	147
Karns City	90
Knoch	121
Mars	72
Moniteau	101
Seneca Valley	218
Slippery Rock	157

Thirteen additional respondents could not be identified by high school.

Demographic/General Information

Fifty-one percent of the high school students surveyed were female and forty-nine percent were male. Students were then asked to indicate the highest educational level achieved by either one of their parents. For the entire group, 6% of their parents had not completed high school, 47% had graduated from high school, 21% had attended college, 19% held bachelor's degrees, and 7% had earned a graduate degree. There were no great differences in parental

educational achievement between the eight school districts. Among this total group of high school students, 53% would be first generation college students. These data appear in Table 1. Self-reported high school grade averages indicated that 17% of the students believed that they had an A average, 47% reported a B average, 33% a C average, 3% a D grade average, and less than 1% reported an F average.

Table 2 shows these students' plans following high school graduation. A total of 75% indicated that they would continue their education after graduation, whether at a community college, 4-year college, or trade school. It was interesting to note that the seniors at the high school who were the most likely to work and not seek higher education after high school were also the only group to report more C than B high school grade averages, and almost no A averages (only 1%). Of the students responding that they would seek higher education after high school, 77% planned to attend full-time, 11% planned to attend part-time, and 12% were undecided as to full-time versus part-time enrollment.

Ninety-six percent of the high school seniors completing this survey had heard of Butler County Community College.

Selecting a College

The survey questionnaire asked students to rate the importance of 18 factors that may be considered when selecting a college. The results are shown in Table 3. Eight factors were considered by the majority of these high school seniors to be Very Important: Courses and curriculums offered, the quality of teaching, job placement services, the availability of financial aid, individual attention given to students, the overall reputation of the college, and high academic standards. In other words, these students wanted a college with relevant curriculums that are well taught, emphasizing individualized attention and high academic standards. They wanted to attend a college that

Table 1

Highest Educational Level Attained by Either Parent

High school	Did not complete HS	HS grad	Some college	College grad	Post-grad degree
Butler	26 (6%)	197 (43%)	91 (21%)	102 (22%)	39 (8%)
Freeport	9 (6%)	65 (44%)	34 (23%)	28 (19%)	11 (7%)
Karns City	3 (3%)	53 (59%)	13 (14%)	16 (18%)	5 (6%)
Knock	11 (9%)	68 (58%)	24 (20%)	10 (08%)	5 (4%)
Mars	4 (6%)	27 (38%)	20 (28%)	12 (17%)	9 (13%)
Moniteau	4 (4%)	64 (63%)	16 (16%)	14 (14%)	3 (3%)
Seneca	9 (4%)	95 (44%)	55 (25%)	43 (20%)	16 (7%)
Slippery Rock	9 (6%)	73 (46%)	37 (24%)	28 (18%)	10 (6%)
Total	75 (6%)	642 (47%)	290 (21%)	253 (19%)	98 (7%)

Table 2

Senior Students' Plans Following High School Graduation

High school	Work	Military	Community college	4-Year college	Trade school
Butler	81 (18%)	30 (07%)	112 (24%)	192 (42%)	46 (10%)
Freeport	17 (12%)	8 (05%)	21 (14%)	71 (48%)	30 (20%)
Karns City	15 (17%)	13 (14%)	20 (22%)	28 (31%)	14 (16%)
Knock	42 (35%)	14 (12%)	18 (15%)	22 (18%)	25 (21%)
Mars	9 (13%)	3 (04%)	15 (21%)	42 (58%)	3 (04%)
Moniteau	28 (28%)	4 (04%)	24 (24%)	31 (31%)	14 (14%)
Seneca	19 (09%)	15 (07%)	39 (18%)	116 (53%)	28 (13%)
Slippery Rock	37 (24%)	4 (03%)	19 (12%)	69 (44%)	27 (17%)
Total	248 (18%)	91 (07%)	268 (19%)	571 (42%)	187 (14%)

Table 3

Importance of Factors Considered When Selecting A College

Factor	Very important	Somewhat important	Not important
Courses/curriculums	1,086 (80%)	213 (16%)	64 (04%)
Quality of teaching	1,119 (82%)	180 (13%)	67 (05%)
Job placement	920 (67%)	348 (26%)	105 (07%)
Financial aid	840 (62%)	369 (27%)	154 (11%)
Individual attention	791 (58%)	477 (35%)	102 (07%)
Overall reputation	752 (55%)	522 (38%)	90 (07%)
High academic standards	707 (52%)	541 (39%)	123 (09%)
Cost	673 (49%)	543 (40%)	150 (11%)
Easy transfer	668 (49%)	464 (34%)	237 (17%)
Campus appearance	604 (44%)	629 (46%)	133 (10%)
Dormatories	529 (39%)	519 (38%)	310 (23%)
High academic challenge	380 (28%)	769 (57%)	207 (15%)
Student activities	323 (24%)	647 (47%)	396 (29%)
Athletics	287 (21%)	556 (41%)	521 (38%)
Close to home	202 (15%)	738 (54%)	433 (31%)
Evening classes	205 (15%)	609 (45%)	546 (40%)
Away from home	141 (10%)	597 (44%)	632 (46%)
Parents wishes	84 (06%)	634 (47%)	645 (47%)
Friends attending	70 (05%)	453 (33%)	837 (62%)

they and others are proud of, where they will have financial assistance while enrolled and a job after graduation. Grade inflation and easy courses were not popular ideas with these students. The next five factors were rated as being Very Important by fewer than one-half but by at least one-quarter of the students. In all five instances, at least 75% of respondents considered these five factors to be either Very Important or Somewhat Important: Cost, easy transfer of courses to other colleges/universities, the appearance of the campus, the availability of dormitories, and high academic challenge. Opinion suffered if a college did not have student housing available.

The last seven factors were Very Important considerations to fewer than one-quarter of this sample of high school seniors. They were, however, Somewhat Important to between one-half and one-third of the survey participants: Extra-curricular activities such as clubs/newspaper/art/music and athletic programs, a location close to home or away from home, the availability of classes in the evening, wishes of parents, and the attendance of friends. College location was apparently not terribly important to these young people, and they perceived themselves to be independent decision makers concerning college. Academic factors were much more critical than were cocurricular considerations.

Knowledge/Image of BCCC

Fourteen survey questions sought to determine senior students' knowledge, opinions and impressions about some aspects of Butler County Community College. Table 4 displays these data. The most widely held belief about Butler County Community College was that the cost of attending is low. Just over one-half of all respondents also believed that financial aid is available, that courses can be easily transferred to 4-year colleges or universities, and that Butler County Community College has an attractive campus. The other 10 items in this section of the survey were answered No or Don't Know by the majority of these

Table 4

High School Seniors' Knowledge/Beliefs About Butler County Community College

Which are true of BCCC?	Yes	No	Don't Know
Low cost	889 (65%)	83 (06%)	389 (29%)
Financial aid available	699 (51%)	67 (05%)	394 (44%)
Courses transferable	696 (51%)	133 (10%)	533 (39%)
Attractive campus	689 (51%)	181 (13%)	488 (36%)
Counseling available	654 (48%)	56 (04%)	652 (48%)
Individual attention	460 (34%)	131 (10%)	772 (56%)
Courses in field of interest	434 (32%)	313 (23%)	611 (45%)
Scholarships for top 5% of high school graduates	419 (31%)	76 (06%)	863 (64%)
Extracurricular activities	383 (28%)	154 (11%)	822 (61%)
High academic standards	289 (21%)	306 (23%)	770 (56%)
Sports programs	243 (18%)	200 (15%)	910 (67%)
Quality teaching	222 (16%)	166 (12%)	973 (72%)
ROTC program	154 (11%)	93 (07%)	1,102 (82%)
Courses too demanding	71 (05%)	425 (31%)	859 (64%)

high school seniors. Most high school students did not know or did not believe that Butler County Community College has counseling available to students, provides individual attention to students, offers courses in their field of interest, provides a special scholarship program for students in the top 5% of their high school graduating class, has many extracurricular activities, has high academic standards, has a good sports program, provides high quality teaching, has an army ROTC program, or has courses that are too demanding.

Three academic aspects were the overall areas of greatest disbelief: Courses are too demanding (31% No), academic standards are high (23% No), and courses are offered in my field of interest (23% No). Respondents were least likely to know about the existence of an ROTC program (82% Don't Know), high quality teaching (72% Don't Know), sports programs (67% Don't Know), honors scholarships (64% Don't Know), and extracurricular activities (61% Don't Know).

Sources of Information

Eleven likely sources of information were listed and students were asked to indicate whether or not they had ever received information about Butler County Community College from those sources. Data are contained in Table 5. The majority of these respondents had received information about Butler County Community College from friends (61%) and from College printed materials such as catalog, brochures, or posters (51%). The other nine sources of information had reached only a minority of these high school seniors. To put it positively, between 43% and 21% had learned about Butler County Community College from their parents or other relatives, through a visit to the College campus, from a high school counselor, via the newspapers or billboards, from high school teachers, from college representatives, at college fairs, or over the radio.

Table 5

Students' Sources of Information About Butler County Community College

Source	Yes	No
Friends	796 (61%)	510 (29%)
College printed materials	666 (51%)	645 (49%)
Parents or relatives	571 (43%)	743 (57%)
Visits to the College	517 (40%)	789 (60%)
High school counselors	490 (37%)	849 (63%)
Newspapers	420 (32%)	908 (68%)
Billboards	397 (30%)	923 (70%)
High school teachers	372 (28%)	943 (72%)
H. S. visits by College reps.	302 (23%)	1,031 (77%)
College nights/fairs	287 (22%)	1,041 (78%)
Radio	281 (21%)	1,043 (79%)

Overall Perceptions and Recruitment

The last eight questions on the survey were designed to elicit students' overall perceptions of Butler County Community College, their level of interest in three specific recruitment activities, and their favorite radio and TV stations. A final question allowed for any additional written comments that a student might want to make about the College

Overall attitude data for the entire survey group are shown in Table 6. Butler County Community College was predominately seen as a Fair College (43%) or a Good College (35%) at County high schools and, somewhat better, as a Good College (43%) or a Fair College (38%) by individual survey respondents. Grouping the data, the general high school attitude about Butler County Community College was rated as excellent or good by 42% of respondents and as fair or poor by 58%. Individual respondents reported their own attitudes about the College to be excellent or good in 49% of the cases and 51% fair or poor.

Tables 7 and 8 show overall and individuals' attitudes about Butler County Community College at each individual high school. Mean scores indicate that there is not great variation among the schools, however, Seneca Valley and Slippery Rock students hold the most negative views while Butler, Karns City, and Moniteau students are most positive.

High school seniors were next asked to indicate their likelihood of participating in three specific recruitment activities--honors courses in high school for college credit, a day trip to the Butler County Community College campus, and a weekend College open house. Table 9 contains these data for the entire survey sample and Table 10 for each individual high school group. Taking classes in high school for college credit was the most popular activity with 44% of the entire sample saying they would definitely participate and another 39% indicating that they might--a total of more than 1,000 potential students. Yes and Maybe response rates from the eight high schools were all very similar, between 83% and 86%.

Table 6

Students' Overall Attitude About Butler County Community College

	General attitude at all high schools [a]	All respondents' own attitudes [b]
Excellent college	74 (06%)	76 (06%)
Good college	453 (35%)	550 (43%)
Fair college	548 (43%)	480 (38%)
Poor college	201 (16%)	166 (13%)

[a] Mean = 2.31 based on a 4-point scale where 4 is Excellent & 1 is Poor.

[b] Mean = 2.42 based on a 4-point schle where 4 is Excellent & 1 is Poor.

Table 7

Overall Attitude at High Schools About Butler County Community College

High school	Excellent college	Good college	Fair college	Poor college	M[a]
Butler	34 (9%)	138 (35%)	179 (45%)	44 (11%)	2.41
Freeport	4 (3%)	55 (38%)	75 (51%)	12 (08%)	2.35
Karns City	6 (7%)	40 (45%)	28 (32%)	14 (16%)	2.43
Knock	4 (3%)	61 (51%)	33 (28%)	21 (18%)	2.40
Mars	2 (3%)	21 (30%)	40 (58%)	6 (09%)	2.28
Moniteau	2 (2%)	47 (48%)	37 (37%)	13 (13%)	2.38
Seneca	10 (5%)	51 (24%)	98 (46%)	52 (25%)	2.09
Slippery Rock	12 (8%)	40 (27%)	58 (38%)	40 (27%)	2.16

[a] Based on a 4-point scale where 4 is Excellent and 1 is Poor.

Table 8

Individuals' Own Attitudes About BCCC, by High Schools

High school	Excellent college	Good college	Fair college	Poor college	M[a]
Butler	32 (8%)	176 (45%)	151 (39%)	33 (08%)	2.59
Freeport	7 (5%)	52 (36%)	71 (48%)	16 (11%)	2.34
Karns City	8 (9%)	42 (47%)	22 (25%)	17 (19%)	2.46
Knock	7 (6%)	62 (52%)	33 (28%)	17 (14%)	2.50
Mars	1 (1%)	37 (53%)	26 (37%)	6 (09%)	2.47
Moniteau	6 (6%)	49 (49%)	36 (36%)	9 (09%)	2.52
Seneca	11 (5%)	71 (34%)	96 (46%)	31 (15%)	2.30
Slippery Rock	4 (3%)	61 (41%)	45 (31%)	37 (25%)	2.22

[a] Based on a 4-point scale where 4 is Excellent and 1 is Poor.

Table 9

Interest in Recruitment Activites, All Respondents

Activity	Likelihood of participating			
	Yes	Maybe	No	Undecided
Classes in high school for college credit	566 (44%)	504 (40%)	132 (10%)	78 (6%)
Day visit to College campus	395 (31%)	405 (32%)	394 (31%)	74 (6%)
Weekend open house at College	163 (13%)	465 (37%)	527 (42%)	100 (8%)

Table 10

Number of Students Interested in Recruitment Activities, by High Schools

High school	Classes for College credit				Day trip to College				Weekend College openhouse			
	Yes	No	May-be	Un-decided	Yes	No	May-be	Un-decided	Yes	No	May-be	Un-decided
Butler	167	157	48	19	106	136	111	28	62	141	141	30
Freeport	66	56	9	16	32	44	62	9	16	45	71	14
Karns City	43	32	10	5	34	28	26	2	17	31	37	5
Knock	45	54	12	9	54	37	23	6	17	54	40	7
Mars	30	28	4	6	18	20	26	4	5	21	35	8
Moniteau	50	34	7	9	34	38	18	11	11	48	28	14
Seneca	91	91	23	8	67	65	71	8	22	79	96	9
Slippery Rock	74	52	19	6	50	37	57	6	13	46	79	13

A day long visit to the Butler County Community College campus and a weekend open house at the College were less popular activities with these seniors. Overall, 63% responded Yes or Maybe to the day trip and 50% to the weekend open house. Among the individual high school groups, likelihood of participating in a campus visit ranged from 52% to 76%. Knoch (76%) and Moniteau (72%) students were most interested; Freeport (52%) students least. Mars (37%) and Slippery Rock (39%) students were least interested in a weekend open house; Butler (64%) and Seneca (63%) students were most likely to respond Yes or Maybe to an open house.

The final three questions on the survey requested short written responses. The students were asked for their favorite radio and TV stations; they were then given the opportunity to add any additional comments about Butler County Community College. As noted earlier, these written responses were available only from students at three of the high schools--Butler, Karns City, and Knoch. The most popular radio stations were the rock stations from Pittsburgh: WDVE, B94, WYDD, Y97, and WXXP. No particular television station predominated as these students' favorite. The four major network stations (ABC, CBS, NBC, and PBS) from Pittsburgh were all mentioned frequently. Other stations were dependent upon which cable systems and options, if any, were available in the students' homes.

Written comments from the survey's final open ended question are reproduced in their entirety in Appendix B.

COMPARISON OF 1988 AND 1986 FINDINGS

In the spring of 1986, Butler County Community College conducted a similar survey with 1,470 seniors in seven Butler County high schools. At that time, only 38% reported having a parent who had at least attended college; in 1988, 47% did. Twenty percent in 1986 responded that they did not plan to attend college but this increased to 25% in the 1988 survey. Of those going to college, the percentage planning to enroll full-time also fell from 87% in 1986 to 77% in 1988.

The importance of factors considered by survey participants when selecting a college varied somewhat between 1986 and 1988. In the earlier survey, the low cost, close location, and attractive appearance of a college were rated as being much more important. Course offerings and the overall reputation of the college were seen as very important in both 1986-1988. There was little difference in perceived characteristics of Butler County Community College in the two survey years. Both groups of seniors strongly believed that the College is low cost and that its courses are easily transferable to 4-year colleges. In both years, friends were the most frequent sources of information about Butler County Community College. Parents, visits to campus, and high school counselors were also strong sources of information both years. Printed college materials were the second most important source of information (after friends) in 1988 but were not highly rated in 1986. Apparently the College's brochures and billboards are reaching a much wider audience.

In 1986, 93% of responding high school seniors had heard of Butler County Community College. This increased to 96% in 1988.

The reported general attitude about Butler County Community College has changed little overall since 1986. Although more respondents thought the general perception to be Excellent (1% in 1986 versus 6% in 1988), more respondents

also thought that Butler County Community College was viewed as a Poor college at their high school (13% in 1986 versus 16% in 1988). In both 1986 and 1988 students' reported that their own attitude about Butler County Community College was more positive than the general high school attitude. This tendency, however, was stronger in 1988. In 1988, 6% saw the College as Excellent whereas only 2% did so in 1986; Good was reported by 43% in 1988 but by only 39% in 1986. It may be that the image of Butler County Community College among Butler County high school seniors has improved somewhat during the past two years. At least it can be said that the data are moving in the right direction. As was true in 1988, Butler and Karns City students viewed the College most positively in 1986. During that two year period, the College's image improved the most at Moniteau.

HIGH SCHOOL STUDENT SURVEY

This Survey is being conducted by Butler County Community College to find out what factors are most important to high school seniors when they select a college; and to find out how high school seniors view Butler County Community College.

Please answer each question on the answer sheet provided. Fill in the appropriate circles with a #2 pencil. This Survey is anonymous, so **do not write your name on the answer sheet.**

Thank you very much for participating in this Survey. We appreciate your help.

1. Sex
   a. Male
   b. Female

2. Please indicate the highest educational level achieved by either one of your parents. (Select the highest level only).
   a. Did not finish high school
   b. High school graduate
   c. Some college
   d. College graduate (Bachelor's degree)
   e. Postgraduate degree (Master's or doctoral degree)

3. Please estimate your high school grade average
   a. 90-100, A average
   b. 80-89, B average
   c. 70-79, C average
   d. 60-69, D average
   e. Below 60, F average

4. What are your plans for after high school? (Select only one)
   a. Go to work
   b. Join the armed forces
   c. Attend a community college
   d. Attend a 4-year college
   e. Attend a trade or technical/secretarial school

5. If you plan to attend college after high school, will you go full-time or part-time?
   a. Full-time
   b. Part-time
   c. Undecided
   d. I don't plan to attend College

6. Have you heard of Butler County Community College?
   a. Yes
   b. No

How important are the following factors to you when considering whether or not to attend a particular college?

7. Close to home
   a. Very important
   b. Somewhat important
   c. Not important

8. Away from home
   a. Very important
   b. Somewhat important
   c. Not important

9. High academic standards
   a. Very important
   b. Somewhat important
   c. Not important

10. Individual attention given to students
    a. Very important
    b. Somewhat important
    c. Not important

11. Job placement program
    a. Very important
    b. Somewhat important
    c. Not important

12. Easy transfer of courses to other colleges/universities
    a. Very important
    b. Somewhat important
    c. Not important

13. Where my parents want me to go
    a. Very important
    b. Somewhat important
    c. Not important

14. Where my friends go
    a. Very important
    b. Somewhat important
    c. Not important

15. Cost
    a. Very important
    b. Somewhat important
    c. Not important

16. Availability of financial aid
    a. Very important
    b. Somewhat important
    c. Not important

17. Extracurricular activities such as clubs, newspaper, art, and music programs
    a. Very important
    b. Somewhat important
    c. Not important

18. Athletics
    a. Very important
    b. Somewhat important
    c. Not important

19. Appearance of college's campus
    a. Very important
    b. Somewhat important
    c. Not important

20. Courses and curriculums offered
    a. Very important
    b. Somewhat important
    c. Not important

21. Quality of teaching
    a. Very important
    b. Somewhat important
    c. Not important

22. Overall reputation of the college
    a. Very important
    b. Somewhat important
    c. Not important

23. Availability of evening classes
    a. Very important
    b. Somewhat important
    c. Not important

24. Availability of dormitories
    a. Very important
    b. Somewhat important
    c. Not important

25. High academic challenge
    a. Very important
    b. Somewhat important
    c. Not important

Which of the following do you think are true of Butler County Community College?

26. High academic standards
    a. Yes
    b. No
    c. Don't know

27. Students receive individual attention
    a. Yes
    b. No
    c. Don't know

28. Courses can be easily transferred to 4-year colleges/universities
    a. Yes
    b. No
    c. Don't know

29. Counseling is available
    a. Yes
    b. No
    c. Don't know

30. Low cost
    a. Yes
    b. No
    c. Don't know

31. Financial aid is available
    a. Yes
    b. No
    c. Don't know

32. Has a special academic scholarship program for students in the top 5% of their high school graduating class
    a. Yes
    b. No
    c. Don't know

33. There are many extracurricular activities
    a. Yes
    b. No
    c. Don't know

34. The campus is attractive
    a. Yes
    b. No
    c. Don't know

35. High quality teaching
    a. Yes
    b. No
    c. Don't know

36. Courses are offered in my field of interest
    a. Yes
    b. No
    c. Don't know

37. Courses are too demanding
    a. Yes
    b. No
    c. Don't know

38. A good sports program is available
    a. Yes
    b. No
    c. Don't know

39. Has an Army ROTC program
    a. Yes
    b. No
    c. Don't know

Have you received information about Butler County Community College from any of the following sources?

40. High school teachers
    a. Yes
    b. No

41. High school counselors
    a. Yes
    b. No

42. College admissions representative visiting your high school
    a. Yes
    b. No

43. College fair or college night programs
    a. Yes
    b. No

44. Newspapers
    a. Yes
    b. No

45. Radio
    a. Yes
    b. No

46. Billboards
    a. Yes
    b. No

47. College catalogs, brochures, posters, etc.
    a. Yes
    b. No

48. Parents or other relatives
    a. Yes
    b. No

49. Friends
    a. Yes
    b. No

50. Visits to the Butler County Community College campus
    a. Yes
    b. No

51. What is the general attitude about Butler County Community College at your high school?
    a. Excellent college
    b. Good college
    c. Fair college
    d. Poor college

52. What is your own attitude about Butler County Community College?
    a. Excellent college
    b. Good college
    c. Fair college
    d. Poor college

53. If they were available, would you take college classes taught at your high school for college credit?
    a. Yes, definitely
    b. Maybe
    c. No
    d. Undecided

54. If it were made available, would you want to spend a day visiting the campus and learning about Butler County Community College with a student group from your high school?
    a. Yes, definitely
    b. Maybe
    c. No
    d. Undecided

55. Would you attend a weekend open house at Butler County Community College?
    a. Yes, definitely
    b. Maybe
    c. No
    d. Undecided

56. On the line below, please write down the radio stations that you listen to most often.

_____

57. On the line below, please write down the TV stations that you watch most often.

_____

58. In the space below, please write in any comments that you would like to make about Butler County Community College.

THANK YOU FOR COMPLETING THIS SURVEY

Appendix B

RESPONSES TO OPEN ENDED QUESTION

BUTLER HIGH SCHOOL

It's well worth it to those who use it.

I plan to attend this fall.

I feel it's a great college and offers things interesting to anyone. They offer excellent programs for everyone to enjoy and have a beautiful campus.

The campus itself gives one a sense of belonging.

Try teaching ski courses. You can't? Then I'm not coming to your school.

I don't know much about it.

Good for someone who is undecided about their future.

Lower the tuition.

I feel that a lot of people get the wrong idea about Community College. They think of it as like a 13th grade.

It is a good medium for students who aren't ready for whatever reason to attend a "bigger name" college.

I would like more information on BC^3.

It sucks.

Keep your evening classes; it helped my Dad.

Doesn't matter what I feel about your blasted college. I won't be in Butler anyway!!!!!!!!

It's a nice college. If I did go to college BC^3 would be it!!

All a bunch of bozos.

It's a fine low--no tech training.

It's a nice college.

Do not send me anything.

KARNS CITY HIGH SCHOOL

It is a good school for those who are unsure of their major.

BC^3 is a wise choice for those people not ready for a four-year school.

I have already been accepted there and I am looking forward to going there.

I think it would be a fine college to go to and I would learn a lot there.

It is a clean college and offers many courses and night classes.

Get a job.

You need to publicize the scholarships more.

Has a better than average baseball camp.

I'm going to attend your college in the fall and it better be good. I hope not to fail. If I do, it's not my fault!

I think BC^3 is a fine school and I plan to attend in the fall of '88.

It's a very clean and excellent school. The buildings are near each other and easier to get to other classes.

I don't think I'd like it.

Where is Butler County Community College?

I would like to go to this school.

I heard from many people that it is a good college and has good secretarial classes.

What is BC^3?

How big is it?

The campus is very nice. Maybe have dorms.

They need dormitories.

Has talented teachers.

I feel it gives people of all incomes and abilities a good education with pleasant surroundings.

More information on summer classes should be mailed.
1. Missing aviation courses 2. Not sponsoring to other community colleges.

Low tuition; bad education

From what I heard, sounds like a good college that teaches you what you need to know.

The college is in a very good environment and the cost is very reasonable.

I think that BC³ is a beautiful campus.

The cost is low and has interesting courses.

KNOCH HIGH SCHOOL

I'm not impressed.

I have no interest right now.

Of what I know about BC³, they don't have enough choices of classes (subjects)--like traveling.

Have no information on any college.

ERIC Clearinghouse for Junior Colleges MAR 24 1989